



Lincoln University

BA 354 E-commerce

COURSE SYLLABUS

Spring 2024

Instructor: Prof. Alexey Brudno
Lecture Schedule: Wednesday, 12:30 PM – 03:15 PM (online)
Zoom Link: Will be provided
Credits: 3 units (45 lecture hours)
Level: Mastery 1 (M1)
Contact information: e-mail: abrudno@lincolnuca.edu

Textbook: Kenneth Laudon and Carol Traver e-Commerce 2020-2021,
17th Edition, *Pearson*_{SEP}
*** previous editions of this book are okay too ***
Last Revision: December 15, 2023

CATALOG DESCRIPTION

This course provides understanding of e-commerce and its impact on firms, industries, and markets. The Web has large impact on how we shop, read, conduct business, learn, and consume information like music, art, and others. The course describes the e-commerce industry, market, strategies, technologies used in electronic commerce; discusses the resulting changes in organizational structure and societal behavior; seeks to understand the forces that drive these changes; and discusses forward-looking perspectives of e-commerce (3 units).

COURSE OBJECTIVES

- To introduce students to the basic concepts of e-Commerce, its major challenges and strategies in global environment.
- To introduce students to a variety of e-Commerce approaches and directions.
- To introduce students to strategic and tactical aspects of e-Commerce.
- To introduce students to technical and social challenges of e-Commerce.

COURSE LEARNING OUTCOMES ¹

	Course LO	Program LO	Institutional LO	Assessment
1	Develop and exhibit applied and theoretical knowledge in the field of e-Commerce	PLO 1	ILO 1b, ILO 2b	Quizzes, midterm/final exam
2	Develop ability to evaluate and optimize online business models	PLO 2	ILO 2b, ILO 4b	Quizzes
3	Communicate new developments in related technologies such as blockchain and cryptocurrency	PLO 3	ILO 2b, ILO 7b	Research assignments
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices	PLO 4	ILO 4b, ILO 5b, ILO 6b	Class activities,
5	Demonstrate leadership and set strategic objectives for team performance	PLO 5	ILO 4b, ILO 5b	Quizzes, technical presentations

PROCEDURES AND METHODOLOGY

This is an online instruction course. Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing assignments and quizzes require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

REQUIREMENTS

Continuous assessment is emphasized. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due.

Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

EXAMS

Both, midterm and final exams are structured as written true/false and multiple-choice questions that cover the theoretical material. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are neither “open book” nor “open notes.” Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the dean.

GRAIDING AND SCORING

All activities will be graded according to the points as shown below.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	F
Points	94-100	90-93	87-89	84-86	80-83	77-79	74-76	67-69	60-66	0-59

The final grade for the course will be given as a weighted score for all activities.

Activity	Time	Percent
Attendance, Quizzes	During the course	25%
Midterm exam	According to schedule	30%
Final exam	According to schedule	45%
Total		100%

COURSE SCHEDULE

Class	Date	Topic	Book chapter
Lecture 1	01/24	Introduction to e-Commerce course	Ch. 1
Lecture 2	01/31	e-Commerce Business Models	Ch. 2
Lecture 3	02/07	e-Commerce Infrastructure	Ch. 3
Lecture 4	02/14	Building an e-Commerce system	Ch. 4
Lecture 5	02/21	e-Commerce Security	Ch. 5
Lecture 6	02/28	e-Commerce Marketing and Advertising	Ch. 6
Midterm exam	03/06	Midterm Exam	Ch. 1-6
Spring recess	03/12-16	Spring recess – no classes	
Lecture 7	03/20	Social, Mobile and Local Marketing	Ch. 7
Lecture 8	03/27	Ethics, Law, and e-Commerce	Ch. 8
Lecture 9	04/03	e-Commerce Retail and B2B systems	Ch. 9, 12
Lecture 10	04/10	Online Media and Online Communities	Ch. 10, 11
Lecture 11	04/17	e-Government (G2G, G2C, G2B)	Special topic
Lecture 12	04/24	Artificial Intelligence in e-Commerce	Special topic
Final exam	05/08	Final Exam	Ch. 1-12, special topics
Final class	05/15	The course final grades and closing remarks	

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to the following:

- a) plagiarism;
- b) copying or attempting to copy from others during an examination or on an assignment;
- c) communicating test information and/or solutions with another person during an

examination;

- d) allowing others to do an assignment or portion of an assignment;
- e) using a commercial term paper service.

Penalties for cheating and plagiarism range from 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

LETTERS OF RECOMMENDATION

Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade “A” for the course.

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it - and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.